Ramadan is one of the biggest conversations on Twitter

#Connect with what's happening

Ramadan generates yearly over

48M mentions globally

11M mentions in KSA

673K mentions in UAE

#Facts

Twitter is the first go-to platform to discover what's happening during Ramadan

65% KSA

52% UAE

59% Egypt

Favorite sources of video entertainment during Ramadan

	KSA	UAE
TV	42%	46%
Social Media	41%	38%
Online free streaming	37%	35%
Online paid streaming	20%	18%
Other	11%	14%

Shopping during Ramadan

45% more spending in KSA

&

1 in 3 explore and try new products during Ramadan

#Be culturally relevant

The more active a brand is on Twitter, the more people see it as culturally relevant

88% correlation between spend on Twitter and perceptions of a brand's cultural relevance

Source: Twitter Insight Survey, Twitter audience, KSA (979), UAE (317), Egypt (1,128)